

**Lower in tar than 95%
 of all cigarettes sold.**



*Full Kentucky flavor
 in a low-tar cigarette.*

15 mg. "tar"
 1.0 mg. nicotine.



PHILIP MORRIS
MULTIFILTER



Regular 15 mg. "tar", 1.0 mg. nicotine - Menthol 12 mg. "tar", 9 mg. nicotine av. per cigarette FTC Report Nov 70

